



# PANAMA TRADE MISSION 2012

Logistics, Trade, Infrastructure, Transportation, Energy & Mining, Commercial Real Estate



U.S. - Panama Business Council /  
Consejo Empresarial EU - Panama

**InterContinental Miramar Panama Hotel**  
Cinta Costera, Panama City, Panama  
July 25-27, 2012



**UNITED STATES-PANAMA BUSINESS COUNCIL**

Memorial Drive #2061, Houston, Texas 77007

Tel. (713) 426-0554/Fax: (713) 863-8781/E-mail: [Panamerica@msn.com](mailto:Panamerica@msn.com)

**CONSEJO EMPRESARIAL EU-PANAMA**

Ave. Samuel Lewis, Edif. Addison Plaza, 1er Piso

Tel. (507) 264-9024 / [uspa.panama@gmail.com](mailto:uspa.panama@gmail.com)

***A Logistics, Trade, Infrastructure, Energy & Mining, Transportation and Real Estate Conference***

**Supporting Organizations**

**USA:** U.S.-Mexico Chamber of Commerce / Free Trade Alliance / TransCo / CCAA / CCIM / Irving Chamber of Commerce Chamber of the Americas / USPA National, Southwest, Southeast and West / Houston Greenspoint District

**Panama:** ACOBIR / AMCHAM / APEDE / AUSA Isthmian Chapter / Banking Association / CICyP / Maritime Chamber / Colon Free Zone Association /

May 5, 2012

**Dear Friends of Panama and the United States**

The U.S.-Panama Business Council (USPA) was created in 1994 with the mission of strengthening relations between the United States and Panama, and promoting business opportunities between the two countries. During its eighteen years of existence the Council has organized hundreds of programs and events which have greatly contributed to expanding relations between the two countries and promoting business opportunities, which are being greatly enhanced by the expansion of the Panama Canal, the creation of the logistics hub, and the recently ratified Free Trade Agreement.

On July 25-27, 2012 USPA will have its Annual Trade Mission to Panama covering sectors that are vital to the economy of Panama and have shown dramatic growth. These are: Logistics, Trade, Infrastructure, Transportation, Energy & Mining, and Real Estate. The conference is being organized by USPA's USA and Panama offices supported by several business organizations and government entities of both countries.

The double digit economic growth of Panama, in addition to its development as a key logistics hub for the region, the granting of investment grade, the establishment of regional headquarters for multinationals and the possibilities that are being created by the USA-Panama Free Trade Agreement have generated excitement and optimism among the business community of Panama and overseas. The conference will be a perfect opportunity to address these opportunities. In addition the Commercial Service of the U.S. Embassy in Panama will be offering its "Gold Key Service" to those companies interested. A description of the service is attached.

A program is enclosed and updates will be published in USPA's website [www.uspanana.webs.com](http://www.uspanana.webs.com). Several government officials and business leaders from both countries will be attending. The traditional black tie Friendship Awards Dinner will be held on the evening of Wednesday, July 25, the same day that the business forum will be held and a luncheon with Panama's Minister of Commerce & Industry Ricardo Quijano as Keynote speaker. On Thursday, July 26 there will be a field trip to the Pacific side and on Friday, July 27 to the Atlantic.

We avail of the opportunity to thank sponsors for their generous support. Please review the website for additional information. Should you have any questions you may contact Amb. Juan B. Sosa at (713) 426-0554 in the United States or Eng. Walter Luchsinger (507) 6004-0196 in Panama. We look forward to your participation in the Panama Trade Mission 2012.

Best regards,

Amb. Juan B. Sosa  
President, USPA (USA)

Walter Luchsinger  
President, USPA (Panama)

## **PANAMA TRADE MISSION 2012**

*A Logistics, Trade, Infrastructure, Energy & Mining, Transportation and Real Estate Conference*

### **PROGRAM**

#### **TUESDAY, JULY 24**

6:30-8:00 p.m.      **EARLY REGISTRATION & GREETINGS**  
*(Venue: InterContinental Hotel)*

#### **WEDNESDAY, JULY 25 (All events at the InterContinental Hotel)**

7:30-8:30 a.m.      **POWER BREAKFAST**

9:00-12:00 n.      **FORUM: TRADE & INFRASTRUCTURE**  
Overview of Panama  
USA-Panama Free Trade Agreement Opportunities / Colon Free Zone  
Expansion of the Panama Canal / Expansion of the Airport system  
Energy's market growth and expansion / Roads and Bridges  
Telecommunications hub / Infrastructure projects / Innovation

12:00-2:00 p.m.      **LUNCH: PANAMA AS A LOGISTICS HUB**  
*Keynote Speaker: H.E. Ricardo Quijano Jiménez*  
*Minister of Commerce & Industry*

2:00-5:00 p.m.      **FORUM: TRANSPORTATION & LOGISTICS**  
Sea Transportation: Port Development / International Corridors of Trade  
Land Transportation: Trans-isthmian railroad / North Corridor / South Corridor  
Air Transportation: Airlines / Cargo hub / Express packages

7:00:00-10:00 p.m. **RECEPTION & FRIENDSHIP AWARDS GALA DINNER**  
*Recognition to Alberto Alemán Zubieta, administrator of the PCA (invited)*

#### **THURSDAY, JULY 26**

8:00-5:00 p.m.      **FIELD TRIP TO THE PACIFIC SIDE WITH LUNCH**  
(Canal expansion / Balboa Port / Panama Pacific / City of Knowledge)  
Lunch at Panama Pacific

7:00-9:00 pm      **RECEPTION (TBD)**

#### **FRIDAY, JULY 27**

6:00-5:00 p.m.      **FIELD TRIP TO THE ATLANTIC SIDE WITH LUNCH**  
Panama Canal Railroad / Cristobal Port / MIT Port / Colón Free Zone  
Logistics area / Colón 2000

Evening      **OPEN**

## **PANAMA TRADE MISSION 2012**

### **SPONSORSHIP LEVELS AND BENEFITS**

#### **Platinum - \$15,000**

- Recognition as platinum sponsor in all promotional material, program & website
- Unlimited access to forum (7/25)
- Opportunity to make a presentation or deliver short remarks at one of the events
- Assistance with arranging private appointments
- Two Corporate tables of eight at lunch (7/25)
- Two places at head table at lunch (7/25)
- Four invitations to special events: Power Breakfast (7/25) & Reception (7/26)
- Two Corporate tables of eight at Friendship Awards Dinner (7/25)
- Two places at head table at Friendship Awards Dinner (7/25)
- Three invitations to Pacific and Atlantic field trip (7/26) and (7/27)
- Individually Customized Sponsorship Banner to be displayed at Conference

#### **Gold - \$10,000**

- Recognition as gold sponsor in all promotional material, program & website
- Unlimited access to forum (7/25)
- Opportunity to make a presentation at one of the events
- Assistance with arranging private appointments
- One Corporate table of eight at lunch (7/25)
- One place at head table at lunch (7/25)
- Two invitations to special events: Power Breakfast (7/25) & Reception (7/26)
- One Corporate table of eight at Friendship Awards Dinner (7/25)
- Two invitations to Pacific and Atlantic field trip (7/26) and (7/27)
- Individually Customized Sponsorship Banner to be displayed at Conference

#### **Silver - \$5,000**

- Recognition as silver sponsor in all promotional material, program & website
- Unlimited access to forum (7/25)
- Assistance with arranging private appointments
- Five invitations to lunch (7/25)
- One invitation to each special event: Power Breakfast (7/25) & Reception (7/26)
- Four seats at Friendship Awards Dinner (7/25)
- Two invitations to Pacific and Atlantic field trip (7/26) and (7/27)
- Individually Customized Sponsorship Banner to be displayed at Conference

#### **Bronze - Table at the Luncheon \$2,500 (eight seats) (7/25)**

#### **Bronze - Table at Friendship Dinner \$3,000 (eight seats) (7/25)**

#### **Individual Participation**

##### **Individual - \$800**

- Access to forum (7/25) / One invitation to Lunch (7/25)
- One invitation to Power Breakfast (7/25) and Reception (7/26)
- One invitation to Friendship Awards Dinner (7/25)
- One invitation to Pacific and Atlantic field trip (7/26) and (7/27)

##### **Couple - \$1,200**

- Access to forum (7/25) / Two invitations to lunch (7/25)
- Two invitations to Power Breakfast (7/25) and Reception (7/26)
- Two invitations to Friendship Awards Dinner (7/25)

##### **Others**

- Forum (7/25) & Lunch (7/25) - \$200
- Individual Friendship Award Dinner ONLY (7/25) - \$250
- Couple Friendship Award Dinner ONLY (7/25) - \$400

## Panama Trade Mission 2012 - Registration Form

Please complete the registration form and e-mail it to [panamerica@msn.com](mailto:panamerica@msn.com), fax to (713) 863-8781, or mail to US-Panama Business Council, 5353 Memorial Drive #2061, Houston, Texas 77007.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Check Level of Participation** (See Sponsor Benefits at website [www.uspanama.webs.com](http://www.uspanama.webs.com))

**SPONSORSHIP:** ☐ **Platinum** - \$15,000 ☐ **Gold** - \$10,000 ☐ **Silver** - \$5,000  
☐ **Table Friendship Dinner** - \$3,000 ☐ **Table lunch** - \$2,500

**INDIVIDUAL PARTICIPATION:** ☐ **Single** - \$800 ☐ **Couple** - \$1,200 (All events)

Fee covers registration to the conference, breakfasts, lunches, receptions, dinners and field trips.

**OTHERS:** ☐ **Forum (7/25) and Lunch (7/25)** - \$250  
☐ **Individual Friendship Awards Dinner** - \$250 ☐ **Couple Friendship Dinner** - \$400 (7/25)

\$ \_\_\_\_\_ **TOTAL AMOUNT TO BE PAID.**

### PLEASE INDICATE THE ORGANIZATION THAT REFERRED THE PROGRAM TO YOU:

U.S.-Mexico Chamber of Commerce ☐ / Free Trade Alliance ☐ / TransCo ☐ / CCAA ☐ /  
Chamber of the Americas ☐ / Houston Greenspoint District ☐ / Irving Chamber of Commerce ☐  
USPA National ☐ / USPA Southwest ☐ / USPA Southeast ☐ / USPA West ☐

**Check which events you will attend** (See program & updates at website [www.uspanama.webs.com](http://www.uspanama.webs.com))

#### Wednesday, July 25

☐ Power Breakfast ☐ Forum (Morning and Afternoon)  
☐ Luncheon ☐ Friendship Awards Reception and Gala Dinner

#### Thursday, July 26

☐ Field trip Pacific ☐ Reception (TBD)

#### Friday, July 27

☐ Field trip Atlantic

#### Method of Payment for Participation:

☐ Please charge my CREDIT CARD: *American Express* ☐ / *Visa* ☐ / *Mastercard* ☐ (check one)

CC # \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

☐ CHECK. If mailed make payable to U.S.-Panama Business Council in the amount of \$ \_\_\_\_\_

**Please send payment to USPA, 5353 Memorial Drive #2061, Houston, Texas 77007**

**Hotel Accommodation & Reservations** (deadline July 13 and thereafter depends on availability)

**Hotel InterContinental Miramar, Panama City, Panama Tel. (507) 206-8888 / Fax (507) 223-4891**

**To reserve a room in USPA block guests must be registered in the conference. To reserve rooms fax attached reservation form to (507) 214-1002 or e-mail to [groups@bernhotelspanama.com](mailto:groups@bernhotelspanama.com).**

**If you have any questions contact the reservation department at telephone (507) 206-8880.**

Rate: \$175/Double \$185 plus 10.0% tax – Add. person \$20 a night / **Date of Arrival** \_\_\_\_\_ **Date of Departure** \_\_\_\_\_

When making reservation specify: *Dbl. Occupancy* \_\_\_\_\_ *Single Occupancy* \_\_\_\_\_ *Smoking* \_\_\_\_\_ *Non-Smoking* \_\_\_\_\_

**Number of rooms available are limited. Requests will be accommodated on a first-come-first-served basis.**

**Fax registration to (713) 863-8781 or e-mail it to [Panamerica@msn.com](mailto:Panamerica@msn.com)**

**For updates please check website: [www.uspanama.webs.com](http://www.uspanama.webs.com)**

**For additional information please call USA (713) 426-0554 / PANAMA (507) 264-9024**





**RESERVATION FORM Panama Trade Mission – July 24<sup>th</sup> – 28<sup>th</sup>, 2012**

**Room Special Rates for Group:**

**Deluxe Accommodation –Single Occupancy USD\$175.00 / Deluxe Accommodation – Double Occupancy USD\$185.00**

**All rates are subject to 10% occupancy tax**

**Additional Person USD\$20.00**

**Rate includes buffet breakfast at Bay View Restaurant**

Rates per room / per night in USD. Please note that **check-in** is possible as of **3:00 p.m.** and **check-out** is required by **12:00 hrs noon**. Arrange directly with the Hotel should your requirements differ.

U.S. Panama Business Council has secured accommodation on your behalf. **This rate will be available until Tuesday, July 3<sup>rd</sup>, 2012.** After this date all rooms and rates will be subject to the hotel's room and rates availability at the moment of request. Hotel will honor the rate for those guests who arrive 3 days prior the meeting and stays 3 days before the period established for the meeting.

**How to Book:**

Complete this hotel booking form and send it by fax to our Reservations Department of **INTERCONTINENTAL MIRAMAR PANAMA** to (507) 214-1002 or by email to [groups@bernhotelspanama.com](mailto:groups@bernhotelspanama.com). If you have any question please contact our reservations department at (507) 206- 8880

**Group Block Code: P24**

**How to pay & guarantee your accommodation:**

First night will be charged at the moment the reservation is requested. Guest must complete credit card information. Changes, modifications or cancellations (including anticipated departures or late arrivals) will be allowed until Monday, July 9th, 2012 with a penalty charge equivalent to one night plus night, after this date or once the client has checked in, 100% of the original booking will be charged, plus any other additional dates in the event of early arrivals or extended departures.

**PLEASE FILL IN THE FOLLOWING INFORMATION:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Accompanying person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Deluxe Single ☐ Deluxe Double ☐ Suite ☐ Master Suite ☐

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Type of Credit Card: **Mastercard** ☐ **Visa** ☐ **Amex** ☐ **Diner** ☐

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name shown on card: \_\_\_\_\_

Card's holder billing address: \_\_\_\_\_

Priority Club Rewards No: \_\_\_\_\_

**Declaration of Consent:**

I understand and accept the cancellation clause explained above and authorize the Hotel to charge my credit card if I may incur in penalty.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## U.S. Commercial Service - Embassy of the United States

### GOLD KEY SERVICE- PANAMA

We are ready to provide the Gold Key Service to your company. Cost of the service for Small Medium (SMEs) companies (less than 500 employees) is \$700.00 per day and \$300 per each additional day. Cost for large companies (more than 500 employees) is \$2,300 per day and \$1,000 for each additional day. SMEs that have never exported may qualify for a one-time special fee.

The Gold Key Service includes: 4-7 appointments with pre-screened prospects in your area of interest. The first appointment is normally held at our office and includes counseling on the situation of the local economy. The other appointments are usually held at the prospect's premises.

An advanced notice of three weeks is required in order to prepare the appointment program. Please send us, preferably by courier ten sets of brochures and a description of your company and products as well as a profile of the Panamanian companies you expect to meet with. Payment has to be received in advance. Payment can be made through credit card. Please provide credit card name, number, and expiration date. If paying with check it must be payable to: **Department of Commerce** and mailed, along with the brochures, to the following courier address):

U.S. Embassy Panama  
The Commercial Service  
Avenida Demetrio Basilio Lakas, Edificio  
#783, Clayton  
Panama City, Panama  
Phone: 507-317-5080  
Attention: Enrique Tellez